

Attempt 1

Review Feedback
2/11/2025

Attempt 1 Score:
10/10

View Feedback

Anonymous Grading: no

Unlimited Attempts Allowed

Details



Project Self-Branding Package | Inspiration Board

What’s an inspiration board?

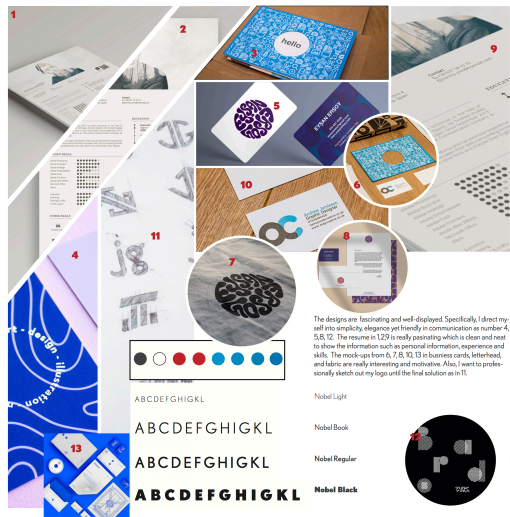
Think of it as a place to collect visuals: colors, typography, photos, stylized graphics, etc. As you search for your physical and digital environment for inspiration, start a collection.

Research: No less than (5) digital (scan, screenshot, etc.) in which you saw an excellent connection to client/self within the logo and branding. You are creating a collection: color palette, fonts, photo/graphic style, etc.

Submit brand research inspiration compilation and sketches in a professional .pdf layout with the accompanying text of the connection to self and cite your sources.

This is inspiration, therefore, we are not concerned with copyright infringement for an inspiration board.

Student Example 1:



Student Example 2:

INSPIRATION BOARD



Brand Identity: ASAP Brand, Thibault A. De 2017, https://www.asapbrand.com/

COLOR

I would like to utilize bright saturated colors with high contrast for my brand. I want to create boards colors that pop out and are eye catching. Yellow is one of my favorite colors and I feel it best represents my personality: bright, optimistic, happy. However I would also like to experiment with using multiple colors like blue and orange.





TEXTURE

Patterns and textures immediately grab my attention. I find them mesmerizing and soothing. They add a fun playful look and can be implemented in various ways. I would like to create some texture by adding some playful patterns. In the poster in the top right corner with the blue background, there is a pattern behind the text that creates depth and movement to the piece.

LAYOUT

The images on the left showcases my interest for typography and layout. I find the placement and arrangement of the text to be strong. I would like to use these techniques to strategically layout my business card, resume, letterhead, etc. This will help define my image of brand interest and use for typography.

TYPE

There is a strong interest in typography and lettering. These works above were done by a handletterer whom I admire. She combines her love for hip hop and type by bringing grace to it with her creative, playful style and rhythm. I am drawn to the rhythm and it creates dynamic movement and energy. I would like my brand to have similar movement and energy.



Student Example 3:

Inspiration Board

Tu Tran

CONCEPT

Surrealism and Magic

Surrealism and Magic are the realms of creativity that extend beyond imagination and science. They are peculiar, in a positive light, and mind-blowing simultaneously. These images are fascinating in a sense that appeal my interest and urge me to create and design.

Source:

- A. Lila Kelle
- B. David Hogg
- C. Lila Kelle
- D. Lila Kelle

INSPIRATION

Universe and Space

The world outside our Earth is real but usually connects with fantasy. We imagine the human mind to its natural beauty. Universe is infinite, and it also brings creativity beyond the finite. I find it extraordinary and magnificent to use universe as an inspiration.

Source: E. F. C. R. from Pinterest

COLOR

Blue and Orange

This group of images show a complementary color scheme. The contrast of main colors, Orange and Blue, make the picture multi-layered, energetic, and visually satisfying. This color set is my favorite that I use many times in my design and illustration.

Source: F. Thomas Smith

J. Harold White - K. L. from Pinterest

TYPE

Handlettering

There are great examples of typography that I am interested in. The natural feel of hand lettering makes it unique and comfortable to look at. Stefan Kuru, the lettering artist, is an amazing hand letterer that inspires me to learn handlettering.

Source:

- H. Long and Day - A. Martinez
- I. Stefan Kuru - F. Laine Hsu
- J. from Pinterest - K. Stefan Kuru

STYLE

Simple and Geometric

Geometry is the basic shape that is used ubiquitously in many designs. Despite of the varied, free-form of organic shapes in nature, geometric shapes are more stable, modern, and representative of technology. Combining geometrics with organic shapes in a simple manner, I believe the design becomes more balanced and appealing to the eyes.

Source:

- G. from Dribbble - L. from Dribbble
- L. from Dribbble - K. from Dribbble

View Rubric

Select Grader

Jeanine Flores (Teacher)

Self Identity Pkg in Parts (1)		
Criteria	Ratings	Pts
Connection to self view longer description	5 pts Full Marks	0 pts No Marks 5 / 5 pts
Professional presentation & Effort view longer description	5 pts Full Marks	0 pts No Marks 5 / 5 pts
		Total Points: 10



Inspiration Board

Renee Apelo



I like to do projects involving a mix of graphic design and animation. I want to create original cartoon and anime-inspired characters digitally. Japanese anime and manga draw inspiration primarily from Japanese culture, history, mythology, and traditional art forms while also incorporating influences from Western animation, leading to a unique blend of storytelling and visual style that reflects contemporary Japanese society and explores diverse themes across various genres like shonen, shoujo, josei, and seinen.

Colors

Japanese anime and manga often utilize a wide range of colors. Still, some common themes include vibrant primary colors like bright blues, reds, yellows, and greens, with frequent use of black and white for contrast, often with distinct hair colors like pink, purple, blue, and green, depending on the character and story; there isn't one single "typical" color scheme as different anime and manga have unique color palettes to fit their aesthetic and themes.

Typography

Japanese anime and manga combine kanji, hiragana, katakana, and the Latin alphabet. These alphabets are used in the same sentence, each with its visual weight, texture, and rules. Kanji, hiragana, and katakana are the three alphabets used in Japanese writing. A single sentence can use all three alphabets.

Style

Japanese anime and manga styles can vary widely. Still, some common ones include shonen (for boys), shoujo (for girls), seinen (for mature men), josei (for mature women), chibi (cute, minor characters), kawaii (cute aesthetic), realistic, and more (exaggerated cuteness), with each style often distinguished by character design, level of detail, and the themes of the story depending on the target audience. Exaggerated features: Large, expressive eyes, small mouths, and simplified noses to convey emotions effectively.

Colors



Logos



Typography

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit.

LOREM IPSUM DOLOR
SIT AMET, CONSETTEUR
ADIPISCING ELIT.

Inspiration/Style



New Attempt